LEO BURNETT U.S.A.
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Ad No. 414—(SIR WALTER)—Req. No. 59531—2/5 page vertical—(3⅝ x 12 in.)—4/c—Supplements, 1978 (A)
Printed in U.S.A.

Enjoy smoking longer without smoking more.

Rich, full-flavored Saratoga 120's give you extra smoking time and extra smoking pleasure. And they cost no more than 100's.

Saratoga 120's

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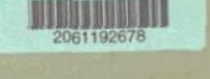
Regular: 16 mg "tar," 1.0 mg nicotine—Menthol: 16 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Aug.'77

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.



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